

Please Direct All Correspondence to Customer Number **26332**

REQUEST FOR CONTINUED EXAMINATION

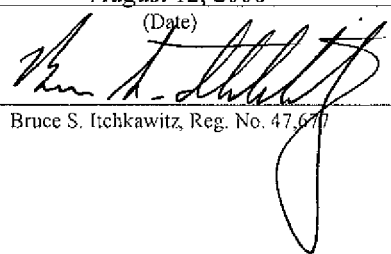
Applicant : William P. Price et al.
App. No : 10/022,558
Filed : December 14, 2001
For : AUDIOVISUAL SYSTEM AND
METHOD FOR DISPLAYING
SEGMENTED ADVERTISEMENTS
TAILORED TO THE CHARACTERISTIC
VIEWING PREFERENCES OF A USER
Examiner : Daniel Lastra
Art Unit : 3622

**CERTIFICATE OF EFS WEB
TRANSMISSION**

I hereby certify that this correspondence, and any other attachment noted on the automated Acknowledgement Receipt, is being transmitted from within the Pacific Time zone to the Commissioner for Patents via the EFS Web server on:

August 12, 2008

(Date)


Bruce S. Itchkawitz, Reg. No. 47,677

Mail Stop RCE

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

Dear Sir:

This Request for Continued Examination (RCE) is being made as follows:

1. Submission Required under 37 CFR 1.114:

(X) Enclosed:

(X) Amendment/Reply in 10 pages.

2. Fees:

FEE CALCULATION				
FEE TYPE		FEE CODE	CALCULATION	TOTAL
RCE Fee		1801 (\$810)		\$810
2 Month Extension		1252 (\$460)		\$460
			TOTAL FEE DUE	\$1,270

(X) An extension of time is hereby requested by payment of the appropriate fee indicated above.

3. Payment:

(X) The amount of \$1,270 will be paid via EFS Web.

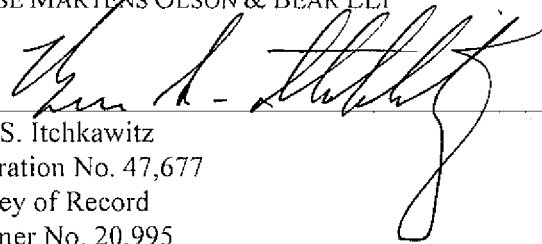
Docket No.: WESDIG.069A
App. No.: 10/022,558

August 12, 2008
Page 2 of 2

Please Direct All Correspondence to Customer Number 26332

Please charge any additional fees, including any fees for additional extension of time, or credit overpayment to Deposit Account No. 11-1410.

Respectfully submitted,
KNOBBE MARTENS OLSON & BEAR LLP



Bruce S. Itchkawitz
Registration No. 47,677
Attorney of Record
Customer No. 20,995
(949) 760-0404

Dated: August 12, 2008

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